

Introducing Point Dollar – a new feature for more flexible spending rewards

推出全新功能Point Dollar 消費獎賞更具彈性



The Point enhances members' user experience by continuously optimizing the interface and adding new functions. Point Dollar was recently launched and is applicable to the Group's 25 malls, offering greater flexibility in the use of points.

Spending points as cash under the Point Dollar programme

In addition to redeeming points accumulated from spending at The Point for various privileges and offers, members can now use its mobile app to convert points to Point Dollar, which can be used directly as cash (Every 250 points can be used as HK\$1 Point Dollar; at least HK\$10 Point Dollar must be converted, with no maximum cap). Converting and using Point Dollar is easy. Just key in the amount to be converted in the mobile app prior to every transaction. A QR code will be issued that can be used for payment within a limited time, offering convenience for dining, shopping and leisure.

Over 1,600 participating merchants

This new function has been welcomed by members and supported by merchants. 25 SHKP malls and over 1,600 merchants currently accept Point Dollar, and more merchants are expected to successively join the programme, providing members with greater choices, convenience and pleasure when shopping at SHKP malls.

The Point透過不斷優化介面和加入新功能，提升會員的使用體驗。最近推出Point Dollar，適用於集團旗下25個商場，使用積分時更具彈性。

Point Dollar可作現金使用

會員除了利用消費所累積的The Point積分，換領不同的禮遇和優惠外，現時還可以透過The Point手機應用程式，將積分轉換成Point Dollar，直接當成現金使用（每250分可兌換1元Point Dollar，每次最低兌換金額為10元Point Dollar，不設上限）。兌換和使用方法十分簡單，只要在交易前，在手機應用程式內輸入兌換金額，憑限時二維碼便可用作付款之用，無論食、買、玩都可以盡情享用，十分方便。

逾1,600間商戶參與

這項新功能不僅得到會員歡迎，亦獲得商戶支持。現時全港25個新地商場、逾1,600間商戶接受Point Dollar，預計會有更加商戶陸續加入，讓會員在新地商場無論消閒購物都更加盡興。